

Web System Development

February 18, 2016

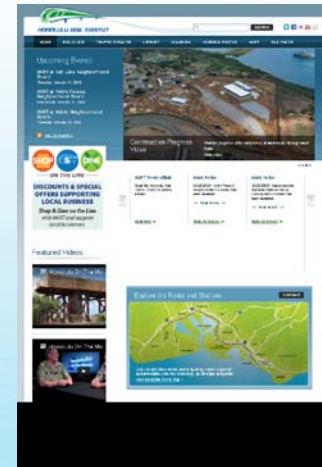
Honolulu Authority for Rapid Transportation

1.Purpose:

Improve from a Information and News site to a **User-Centric** Service and Operations web system.

www.HonoluluTransit.org

Definition of User-Centric Design -
Optimized for end-users and emphasis is placed on
how the end-users need or want to use a product.



Use Google's Culture of Innovation

Think 10x

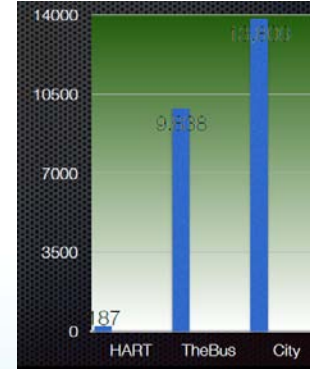
Focus on users

Use data, not opinions, emotions, or standard practice

Launch early, then iterate

2. Development

- a. Comparative Analysis
- b. Strengths and Weaknesses
- c. Needs Assessment
- d. Determine Improvements

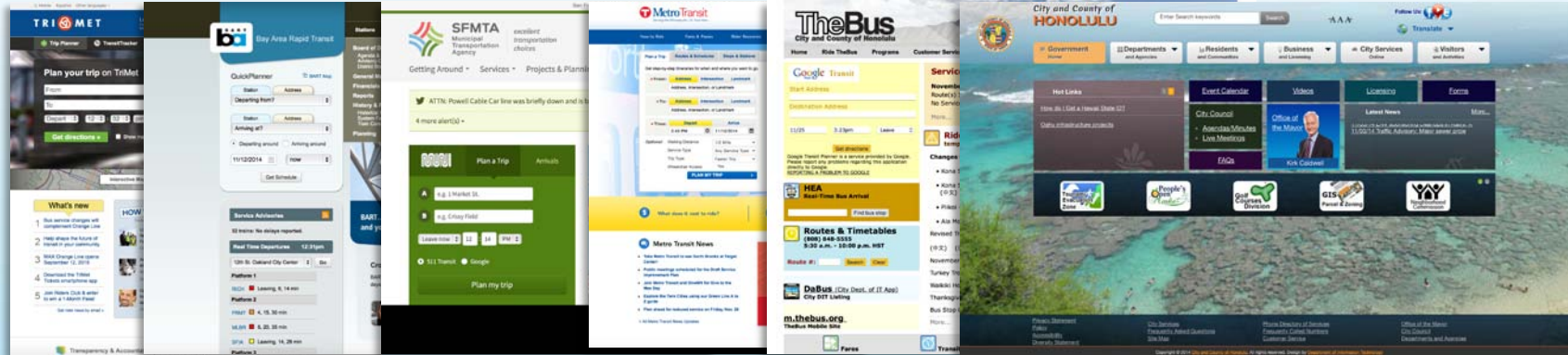


Avg. Users/Day

City - 13,809

TheBus - 9,838

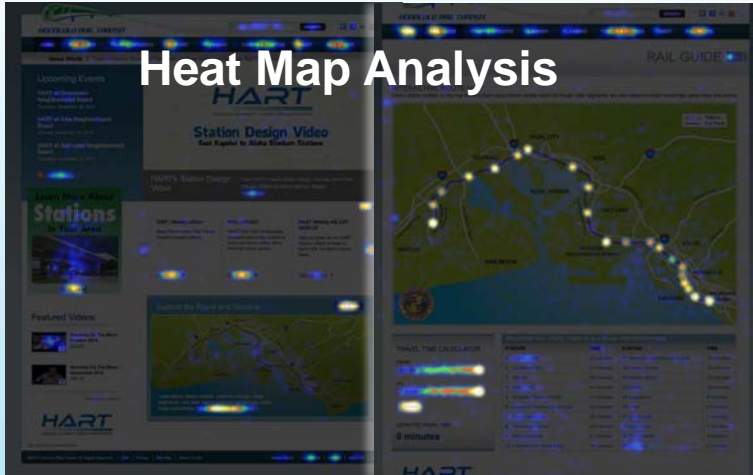
HART - 238



2. Development

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Heat Map Analysis



Quantitative Analysis

Year	Users	Page Views	Bounce Rate
2011	43,000	4	36%
2012	79,000	4	33%
2013	69,000	3	29%
2014	105,000	3.3	30%
2015	128,000	2.9	33%

Avg./Day	238	3.4	32%
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Desktop 74%	Mobile 19%	Tablet 7%
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2. Development

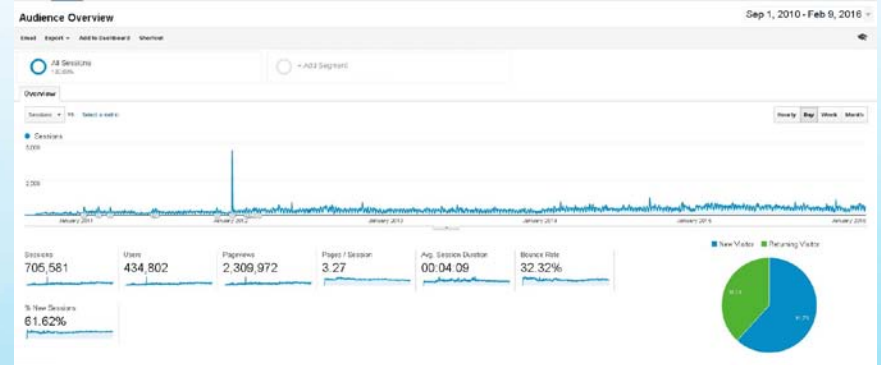
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Directors Said

HonoluluTransit.org name
Interactive Map
Rail Facts
Events
Featured News Articles

Users Said

Rank	Page Views
#1,	31%
#2,	10%
#3,	4%
#29,	0.6%
#72,	0.1%



Top User-Centric Areas

Route Map

1. Travel Time Calculator
2. East Kapolei
3. Ala Moana
4. Kaka`ako
5. Airport

Overall

1. Route Map
2. Rail Facts
3. Careers
4. Photos
5. HART
6. Search / Traffic Updates

Improvements

User-Centric Development

- Home page layout

Flexible Responsive Design

- Dynamic layouts

Service and Operations

- Navigation and Content

Compliance - ADA, Title VI, etc.

- Multilanguage

Efficient and Effective

- 43 vs 10 = 77%
- DIT Servers and Platform

New Site Demo